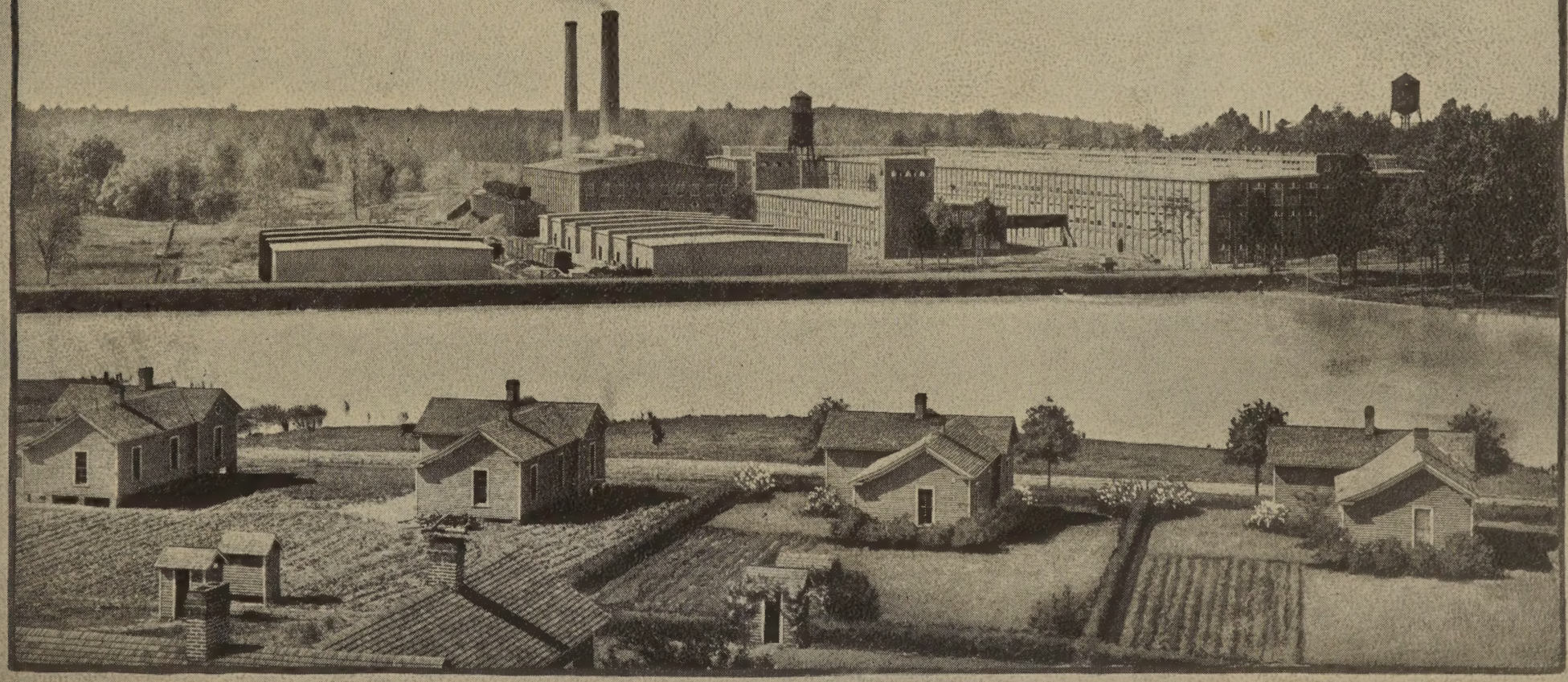
Raising The Standard



SOMETHING THAT AFFECTS YOUR MILL

FIVE OR SIX YEARS AGO we tried to persuade mill managers and superintendents to beautify mill grounds. At that time we were sure that clean, well-arranged grounds would raise the standard of the mill, both in the eyes of its workers and in the opinion of townspeople not connected with it. We were sure that the substitution of flowering shrubs and shade trees for rusty machines and ash-heaps would be a paying investment, but we couldn't prove it. Our arguments were based upon a theory that had demonstrated its merits elsewhere—the theory that employees appreciate everything that is done for their comfort. But no mills had experimented along these lines at that time, and only a few of the more progressive ones were willing to attempt improvement.

Now all that is changed. Executives who have improved the mill and factory grounds are enthusiastic over the success of the plan. They find that the standard of living has been raised; that the mill neighborhood has become better; that a new spirit has entered into their employees. The former shame or indifference of the mill operatives (because of their work) has passed away,

and in its stead has come a decided pride and loyalty. Employees are seldom loyal or disloyal without cause; with the knowledge that they are treated well comes a greater fidelity to the interests of their employers. Better factory grounds, with more shade trees for warm-day lunchrooms, and more flowering shrubs, for the enjoyment of all eyes, mean a more contented force.

An interesting new feature of landscape planting is its applicability to community settlements. Planted as a unit, such settlements can be made most beautiful; planted according to individual, untrained ideas the results are certain to be incongruous.

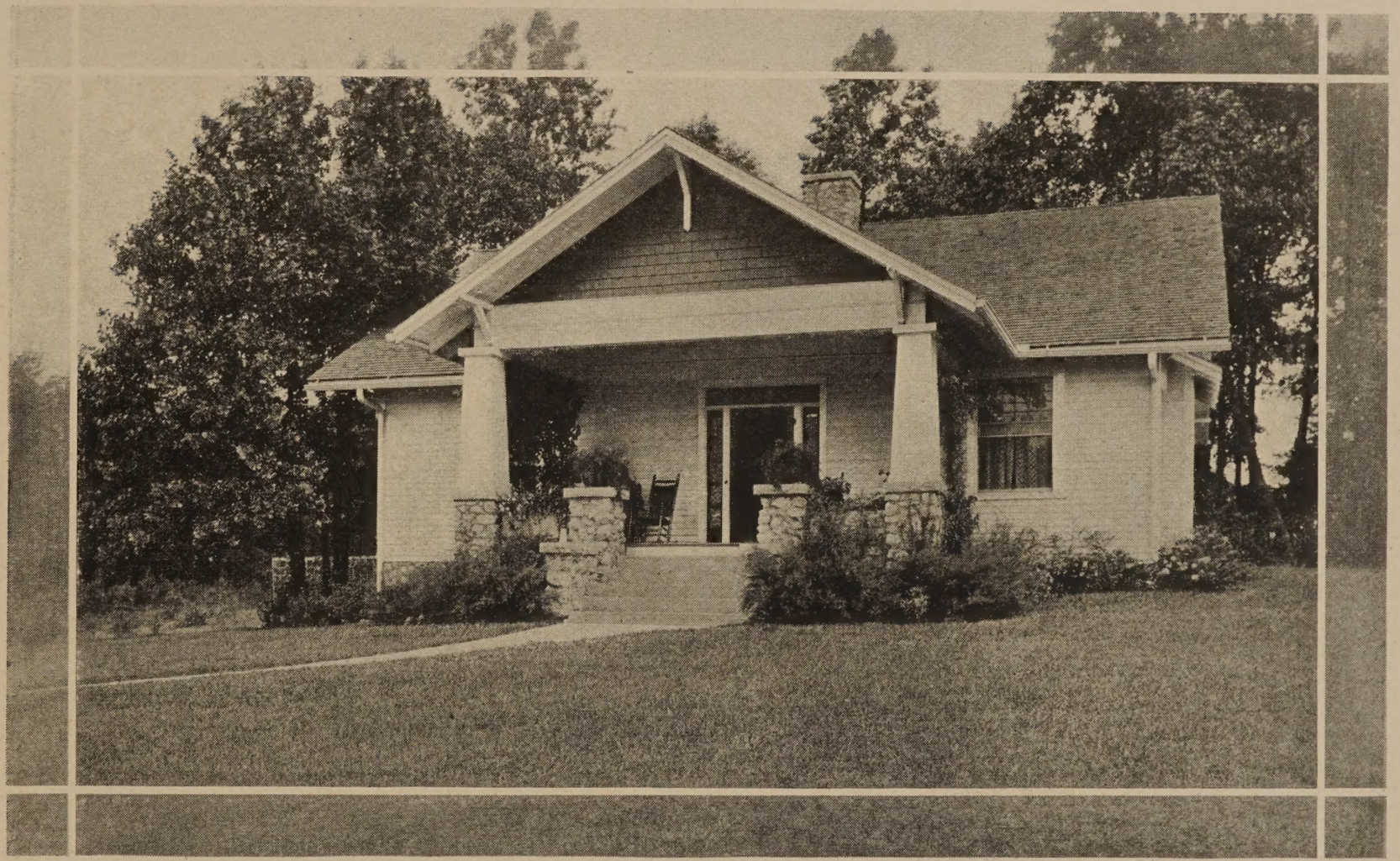
We have received so many inquiries about our work that this booklet has been prepared to show something of the developments we have planned, and to hint at the improvements which should be made.

Plans and estimates can be furnished for areas of any size. We welcome inquiries, and should be glad to talk it over with any interested mill or factory executive.

J. VAN. LINDLEY NURSERY COMPANY
POMONA, NORTH CAROLINA

Homes of this type are now being built by large mills and factories for their employees. The planting of shrubs and evergreens about the porch and foundation completes the beauty and gives an appearance of comfort and coziness.

This type of architecture was mighty convenient when the pup got hold of mother's shoes, as several well-directed stones usually brought him forth. A foundation planting here would be a great hindrance, as it would entirely cut off the view of the back steps.



It surely doesn't take many plants to give an effect of this kind—the expense is only a trifle. Community homes should be "landscaped" in a simple way before they are occupied, for only in that way may the work be made a harmonious whole.

This mill village near Greensboro, N. C., has a fine start toward beauty, as the shade trees were planted at one time and are of one variety. How much better than if Poplars and Maples should form an irregular sky line. (Revolution Cotton Mills, Greensboro, N. C.)

Progressive mill-owners realize the benefits of contented employees, understand that decent houses must be provided. Some of them do not seem to realize how cheaply a proper foundation planting can be added. A row of houses like this should be handled as a unit, otherwise the results are likely to be decidedly incongruous. (White Oak Mills, Greensboro, N. C.)

This is a sample of the community towns which some of the Erlanger Mills are erecting at Lexington, N. C., to shelter their workers. Landscape possibilities here are almost unlimited but more than shade trees will be required. Unified plans and results show to greatest advantage in a setting of this kind.

The saplings on page 6 will form an avenue like this some day. Here an additional effect is obtained by the strip of lawn and Altheas between the walk and the road. Shade and beauty are amply provided for. (White Oak Mills, Greensboro, N. C.)

Nobody could deny that these Excelsa Roses, at Pomona Mills, greatly relieve the severity of the wire fence about this factory. A few vines to cover the walls would help even more.

Words couldn't express the advantage of clean, well-arranged factory grounds better than this illustration. Of course, the increased pride of the workers, and the decrease in turnover of labor is not shown here but it exists nevertheless. (Erlanger Cotton Mills, Lexington, N. C.)

Not many mills are placed in so agreeable a setting as the Erlanger Cotton Mills of Lexington, N. C. As a matter of fact, the setting was supplied after the mills were built. Mr. Gamewell, the manager, is quite enthusiastic about the result.

Another view of the grounds about the Erlanger Mills. The shrubbery about the door tends to keep employees on the path and to prevent the helter-skelter tumble that frequently follows the whistle. (Erlanger Cotton Mills, Lexington, N. C.)

Only ten feet across, but as the space was carefully handled by the landscape man the building looks as though it really grew on the spot.
(Dacotah Mills, Lexington, N. C.)

All visitors must come to this entrance to be admitted to the building. Visitors and townspeople no doubt have better things to say about this mill than they could about most others. The foundation planting influences them before they enter. (Dacotah Mills, Lexington, N. C.)

Skillful treatment of a bank may change an ugly, washed-out, bare spot into a riot of flowers. If different varieties are used the bloom may last all through the summer.

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